



# VIDEO MARKETING

GUIDE 

IN USING DIFFERENT VIDEO MARKETING TOOLS





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## ABOUT US



LSI Media is a *full-service Digital Media Agency* that provides professional Website Design and Development, as well as Video Design and Production, and Social Media Marketing services.

We serve as an

**EXTENSION OF OUR CLIENT AND  
ENTER EACH ENGAGEMENT WITH A  
PARTNERSHIP MINDSET.**

In this eBook, you find out how to use different video marketing tools for your business.



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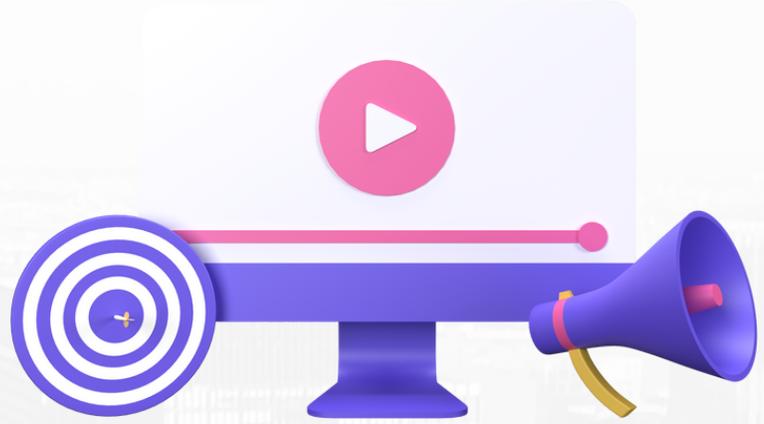
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## INTRODUCTION



Welcome to your first step towards generating more income using Video Marketing. This is *“Video Marketing: Guide in Using Different Video Marketing Tools”*.

This guide will be your go-to manual in promoting your business using different video marketing tools.

Here at LSI Media, we always aim to create a better experience and connection with our clients. Through this guide, we will be able to walk you through the process of maximizing the opportunities for your business on Video Marketing. We will give you the step by step process in creating the best video marketing for your business.

This guide is comprised of 12 chapters with 3 sections. This is exactly what you’ll be expecting to learn.

# WHAT IS VIDEO MARKETING

## TYPES OF VIDEO MARKETING

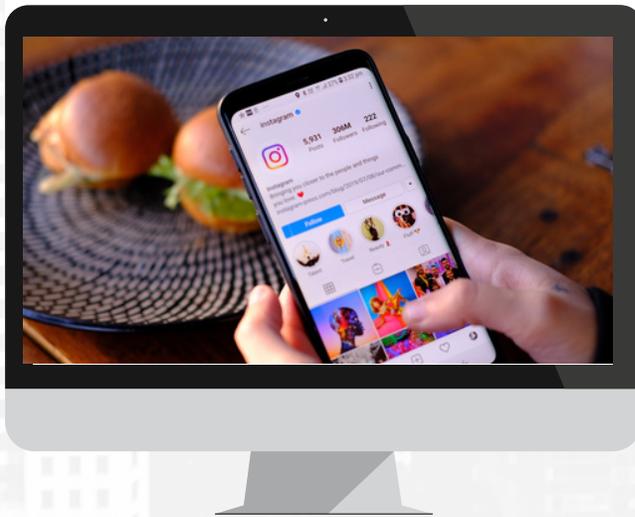
- Demo Videos
- Brand Videos
- Event Videos
- Expert Interviews
- Educational or How-To Videos
- Explainer Videos
- Animated Videos
- Case Study and
- Customer Testimonial Videos
- Live Videos
- 360° & Virtual Reality Videos
- Augmented Reality (AR) Videos
- Personalized Messages

## UNDERSTANDING WHAT IS VIDEO MARKETING

Video marketing is one of the most effective ways to get your message out and generate interest in a brand or product. Social video networking is also part of an integrated digital marketing communications strategy designed to enhance audience engagement via social interaction via a single video. In today's technologically advanced society, it is not enough to rely solely on print, television, or direct mail campaigns to convey company information. Customers want to see and hear what they can do when they purchase a product from you as well as how they can benefit from doing so. This allows the companies to engage customers in an active dialogue that will ultimately lead to increased sales and repeat business.

## UNDERSTANDING WHAT IS VIDEO MARKETING CONTINUATION

A growing number of businesses have taken to YouTube and other social networking sites to publish short promotional videos that provide useful information about their brand or product. For example, a quick search for the term "Instagram" will display videos from account holders that share their pictures or experience with the products and services that they are selling. When consumers can connect with others and form bonds online, the viral nature of the medium becomes a major factor in marketing success. However, in the past few years, there has been an emergence of several different strategies that marketers have used to create viral videos for their brands. Below are some of the most popular Instagram-inspired videos being used in the digital marketing strategy.



### Instagram STORIES

Is an extremely popular Instagram strategy for sharing images and short videos to target audiences interested in a particular brand or product.

A story revolving around the product or service being promoted is an excellent way to engage potential customers and drive traffic to a company's website. Although it may take some time for viewers to fully appreciate how the brand is progressing in the story, the overall goal is to engage and convince audience members that they need the product or service being promoted.



One of the most popular Instagram campaigns utilizes video to engage viewers. Videos are available for both free and paid use and can be updated or deleted as soon as they lose viewer's interest. The use of live videos is effective because it can be repurposed as content in other formats and allows users to view videos multiple times before deciding whether or not to follow up with the video. In addition, the ability to share the same video across multiple social networks allows the viewers to share a single experience multiple times as well. With a consistent video strategy, brands can greatly increase engagement while lowering costs.

While some businesses prefer to outsource video editing, others have embraced the idea of hiring in-house professional video editors. This provides control over cost and allows brand creators to provide better guidance. Hiring a team of editors who are familiar with the type of content being marketed provides guidance on the type of footage to use and what types of themes and visual elements will yield the best results. Video editing services can also give brand owners access to content from other sources, such as press releases and blog posts. This makes for a seamless video marketing strategy that uses proven methods to attract audience attention and promote brand integrity.

A powerful Instagram marketing campaign can also include a series of customer testimonial videos, which can be uploaded in the privacy of one's own home. Customers can upload testimonials about their experience with a business and can be used to convince target market members to patronize the business. Video testimonial videos can also be used to generate interest in a company's products and services, as well as create visibility for upcoming launch events.

YouTube, Facebook, and other social media outlets offer many options for sharing videos, but only a few of them provide targeted engagement. Social media allows viewers to connect and share stories using blogs, tweets, and videos. However, many businesses are hesitant to spend time creating engaging videos, as they may appear like spam. However, by choosing a company that specializes in visual marketing solutions, customers can watch videos about their experience with the brand without fear of alienating followers or being accused of spamming.



# TYPES OF VIDEO MARKETING

## Brand Videos

Brand videos are often produced as part of a wider advertising campaign, to demonstrate the company's high-level vision, mission, or products and services to potential customers and clients.

The purpose of brand films is to raise knowledge about your organization while also enticing and attracting the attention of your target audience.

## Demo Videos

Brand videos are often produced as part of a wider advertising campaign, to demonstrate the company's high-level vision, mission, or products and services to potential customers and clients.

The purpose of brand films is to raise knowledge about your organization while also enticing and attracting the attention of your target audience.

## Event Videos

Having a conference, round table discussion, fundraiser, or any other type of event at your company is a great idea. Produce a highlight clip or make available interviews and presentations from the meeting that were particularly noteworthy.

## Expert Interviews

Preparing and publishing interviews with internal experts or thought leaders in your field is an excellent strategy to establish credibility and trust with your target audience. Find the influencers in your business — whether or not they agree with your point of view — and bring these dialogues to the attention of your target market.

## Educational or How - To Videos

The utilization of instructional films can be utilized to educate your audience on a new skill or to provide them with the core knowledge they'll need to better comprehend your company and its products and services. When your sales and service personnel are working with customers, these movies can be utilized to educate and train them.

## Animated Videos

Animated videos can be an excellent method for communicating difficult-to-understand topics that require powerful images, as well as for explaining an abstract service or product.

## Explainer Videos

Using this form of video, you can assist your audience in better understanding why they require your product or service, for example. Many explainer videos are based on a fictional trip of the company's key buyer persona, who is experiencing difficulties in solving a problem. This individual resolves the problem by implementing or purchasing the company's solution.

## Case Study and Customer Testimonial Videos

Ideally, you want your prospects to be confident that your product is capable of (and will genuinely address) their specific problem.

Making case study movies featuring your satisfied and loyal customers is one of the most effective ways to communicate your commitment to your customers. These individuals are your most effective allies in the courtroom. Engage them in a video interview where they can express their issues and how your organization was able to aid them.

## Live Videos

Live video allows your audience to get a unique, behind-the-scenes glimpse at the operations of your firm. Live video also brings in more viewers for longer periods and generates higher engagement rates — viewers can spend up to 8.1 times as long watching the live video as they do watching video on demand. Interviews, seminars, and events should be streamed live, and viewers should be encouraged to remark and ask questions.

## 360° & Virtual Reality Videos

The viewers of 360° films “scroll” around the video to see it from every aspect as if they were standing within the video. Exploring Antarctica or seeing a hammerhead shark is just a couple of examples of how viewers can be immersed in a location or event with this spherical film technique. Visitors can navigate and control their experience with the use of virtual reality (VR). These videos are typically viewed with virtual reality headsets such as the Oculus Rift or Google Cardboard, among others.

## Augmented Reality (AR) Videos

When you watch this type of video, a digital layer is placed to the image you are currently witnessing on the screen of the world. For example, if you point your phone's camera towards your living room, augmented reality will allow you to view how a couch might look in that room. The IKEA Place app is a wonderful example of this type of functionality.

## Personalized Messages

The use of video can be a unique method to prolong a conversation or answer someone who has contacted you via email or text message. Make a video recording of yourself reviewing an important meeting or delivering personalized advice with HubSpot Video or Loom. These movies provide your prospects with a delightful and one-of-a-kind experience that can help them progress farther down the purchasing funnel.

# HOW CAN I DO VIDEO MARKETING?

## ✓ Video/Concept Planning

Before you start setting up, recording, or editing your video, have a discussion about what you want to accomplish. Why? Each decision you make during the production of your movie will demonstrate the goal of your film and the action you want your audience to do as a result of watching it.

**Also expected: A frenzy of refreshing, reframing, and editing that isn't guided by a clear goal that is recognized by the rest of your team. A significant amount of precious time was wasted.**

**When making videos, it is common to have a large number of participants.**

**How can you ensure that all of them are on the same page?**

Create a set of questions using Google Forms or SurveyMonkey and distribute them to the project's key stakeholders. As a result, you may ask everyone the identical questions and then collect all of the responses in one place.

## ✓ Target Audience

What type of buyer persona are you aiming for?

Possibly, this is a part of the average buyer persona for your company's products.

## ✓ Your Goal

Is it for the purpose of increasing brand awareness?

Are you looking to sell more event tickets? Are you launching a new product? At the end of the day, what do you want your viewers to do after they see your video?

## ✓ Positioning Platform

Will it will be on Facebook? Behind a landing page form?

Begin by distributing the video to a single target site — a location where you know your audience will find it — before distributing it to other channels or platforms.

## ✓ Timeline

Always begin by creating a timeline.

Budget and creating scope will be significantly different for a video on which you have a few months to work compared to a video that needs to be completed in a few days.



## ✓ Budget

Video might be expensive, but it doesn't have to be if you plan ahead of time and stick to a budget.

Carry out your investigation and establish realistic parameters, especially before responding to the next question.

# CREATIVE REQUIREMENTS



# VIDEO SCRIPT

There is a time and a place for impromptu and unplanned videos, and this is one of them. There are heartbreaking documentaries, ranting vlogs, and, of course, cat videos, which are the holy grail of the internet. The majority of business videos, on the other hand, requires a screenplay.

## Create an Outline for your Story

**Just as you would for a blog article, and then start writing. Write down your essential points and arrange them in a logical order on your list of points.**

When you first start creating videos, you will notice a significant difference in the phrasing between your video scripts and your typical business blog piece. It is recommended that you utilize a video language that is comfortable, clear, and conversational. Avoid using complicated terminology and eloquent provisions in your documents. Instead, make a personal connection with your audience using first-person text and imagery. Maintaining concise language while eliminating jargon and mouth words is important.

## **The majority of video scripts are short.**

Maybe even shorter than you think they are. Keep a script timer on hand to ensure that your script is not too long as you write and revise it.

### **Consider the following.**

**Example: A 350-word script corresponds to a video that is roughly 2 minutes in length.**

When words are written on paper, they sound very different than when they have spoken aloud. As a result, we recommend that you conduct a table read of your script before you begin filming your project. The purpose of a table read is to iron out the flaws in the screenplay and identify inflection moments in the dialogue.

## **BLOG POST VERSION**

**The photo or video is automatically uploaded to your Instagram profile under "Photographs of You".**

If you are tagged in it by someone else unless you choose to manually add tagged photos and videos. For a list of the posts in which you have been tagged, go to your own profile and click the person symbol beneath your bio.

# UNDERSTANDING YOUR CAMERA

## SHOOTING WITH PHONE

Ensure that your phone has enough storage space before you begin filming with it.

Don't forget to turn on the Do Not Disturb function on your phone to avoid being distracted by notifications while you're filming. To get the finest viewing experience possible while using the phone's camera, flip your phone horizontally after you've opened it. Then, get close enough to your subject that you won't have to utilize the zoom option, which can often result in a distorted and grainy final video.

## SHOOTING WITH PROSUMER AND PROFESSIONAL CAMERAS

A “prosumer” camera or a “professional” camera will be your first purchase decision, and you will have to decide between the two.

# PROSUMER AND PROFESSIONAL CAMERA

## Prosumer Cameras

Prosumer cameras are believed to be the intermediary between entry-level compact cameras and higher-end cameras. They're ideal for anyone who wants to make more video but doesn't want to be limited to simply pressing the record button. To keep things simple, most people use a fixed lens.

## Professional Cameras

Professional cameras, such as DSLRs, provides excellent control over the manual settings while shooting a video, and they enable you to produce the shallow depth of field (background out of focus). While DSLRs are generally used for photography, they are also extremely tiny, perform well in low-light circumstances, and can be utilized with a wide variety of lenses, making them ideal for videography as well. Although DSLRs are relatively simple to use, they do necessitate some training and additional lens purchases.

# UNDERSTANDING THE MANUAL SETTING OF YOUR CAMERA

**You should be familiar with the following settings if you plan to use a DSLR:**

Frame rate, shutter speed, ISO, aperture setting, and color balance before taking your first photograph. Have your camera close by while you're reading – manual settings might appear very abstract if you don't put them through their paces.

We want to underline that this is a high-level overview of each setting, so please keep that in mind as we proceed. If you find yourself wanting to know more, dive in and conduct some of your investigations. How to alter these variables and combine them to produce diverse looks is something that can be learned in a lot of detail.

**Finally, each camera will have a unique manner of modifying these settings, so be sure to check the manual for yours. Always refer to the instruction handbook that came with your camera.**

## Frame Rate

There are a plethora of customizing options, just as there are with video concepts. When it comes to frame rate customization, the most basic options are to shoot your video at 24 frames per second (fps) or 30 frames per second (fps).

Video specialists typically attribute a more "cinematic" appearance to 24 frames per second (fps), although 30 frames per second (fps) is more prevalent, especially for videos that need to be shown or aired.

**Once you've determined your camera's frame rate and resolution in the camera's settings, it's time to figure out what aperture, shutter speed, and ISO settings you'll use. If you want to be able to alter these settings, make sure to use manual mode on your camera.**

## Aperture

**The size of the opening in the lens is referred to as the aperture.**

A lens, similar to a human eye, opens and closes to control the amount of light that reaches the sensor. The amount of light that enters the camera is measured in what is known as an f-stop. An increase in the number of f-stops suggests that the lens is more open, whilst a decrease in the number indicates that the lens is more closed.

## Aperture cont.

### What does the aperture setting on your video mean?

When a large amount of light enters the camera (as when using a low f-stop number), the image becomes brighter and the depth of field becomes shallower. The use of this technique is particularly useful when you want your topic to stand out against a background. You achieve deep depth of field when less light is let into the camera (as a result of using a high f-stop number), which allows you to keep focus throughout a larger section of the picture.

## Shutter Speed

Before we can grasp shutter speed, we must first discuss photography as a whole. When taking a photograph, the shutter speed refers to the amount of time the camera's sensor is exposed to light before the shutter is closed. Consider it in terms of how quickly or slowly the camera shutter opens and closes.

**Those who have observed a perfectly timed photo of a hummingbird that appears to be frozen in time have witnessed the effects of a very fast shutter speed.**

Meanwhile, a photograph of a rushing river with the water blurring together was most likely taken with a slow shutter speed to achieve the blurred effect.

## Shutter Speed cont.

Seconds, or in most cases fractions of seconds, are used to measure shutter speed in photography. The shutter speed increases proportionally to the size of the denominator of the fraction. As a result,  $1/1000$  would be significantly faster than  $1/30$ .

But what exactly does shutter speed have to do with the video? We won't go into great detail on the science of shutter speed, but to choose the most appropriate setting, you'll need to do a little math. First, multiply your frame rate by two to get your frame rate. So if you're shooting at 24 frames per second, that's 48 frames per second. When you divide your shutter speed fraction by this value, you get the denominator.

You'll need to round  $1/48$  up to the next closest option, which is  $1/50$  because the shutter speed is only available in a few different increments. Here are some examples of popular shutter speeds, as well as for instructions on how to calculate them:

- ✓ At 24fps,  $24 \times 2 = 48$ , equalling a shutter speed of  $1/50$
- ✓ At 30fps,  $30 \times 2 = 60$ , equalling a shutter speed of  $1/60$
- ✓ At 60fps,  $60 \times 2 = 120$ , equalling a shutter speed of  $1/20$

Keep taking mind that this procedure is merely a suggestion for determining shutter speed. Traditionalists adhere to these calculations, although there is always the option of adjusting shutter speed slightly to attain the desired outcome. It is permissible to break the standards in video production if the rationale for doing so is compelling enough.

## ISO

### ISO is the final component of the Exposure Triangle.

In digital photography and filmmaking, the ISO setting determines how sensitive the camera sensor is to light. The settings on your camera will be referred to by numbers in the hundreds or thousands on your camera's display (e.g. 200, 400, 800, 1600, etc).

As the number goes up, your camera's sensitivity to light increases... The lower the number, the less sensitive the device is to the environment. The graininess of the image is also affected by the ISO setting. Low ISOs provide clean images, whilst high ISOs produce images that are more noisy and muddy.

**This is the point at which you can begin to see how the three variables of the Exposure Triangle interact with one another.**

When photographing in low light, for example, you may want to use a lens that has a low f-stop to allow more light into the camera while avoiding making the image too noisy by using a high ISO.

When selecting an ISO, consider the lighting. It is possible to get away with using a lower ISO setting, ideally around 100 or 200, if your subject is well-lit (for example, if you were shooting outside). If you're shooting indoors in low light, you'll need to increase the ISO setting — but be mindful of how grainy your image becomes as a result of doing so.

**Be cautious if you're unfamiliar with manual video settings because you may become overwhelmed. To fully grasp the ins and outs of the Exposure Triangle, one must devote much time and effort.**

**Here are two suggestions for overcoming the learning curve:**

While aperture, shutter speed, and ISO are the three main pillars of manual photography and videography, there is a fourth piece of the puzzle that is just as important: white balance.

## **White Balance**

**The white balance setting on your camera tells it what color temperature the environment you're photographing is.**

The colors of light vary depending on the source of illumination. Examples of warm colors are incandescent bulbs (such as those commonly used in lamps), which have a yellow tint to them. The fluorescent lights (if you're reading this in an office, raise your eyes to the ceiling) are a little bit more comfortable. Even in the middle of the day, the light is colder. Before you begin shooting, you must set the white balance of your camera to the appropriate setting for your setup.

Depending on your camera model, the specific settings you can use will vary, but you should be able to choose from an auto mode, many presets (such as cloudy day, tungsten light, and so on), and custom.

## White Balance cont.

**Avoid using the auto white balance feature at all times and instead, use a preset or custom white balance.**

It's possible that if you have a top-of-the-line DSLR, you'll have the option to manually adjust the color temperature of the room, which is measured in Kelvin. Consider the contrast between these two photographs to better understand why it is important to set your white balance. Yellow fluorescent lights are used to illuminate the surrounding area. You can see how the suitable setting appears to be more natural, whilst the daytime option gives the area a blue tint.

## Focus

Although the focus isn't one of the most crucial aspects of photography, it is something to keep in mind at all times. In the case of a DSLR, you have the option of shooting with either autofocus or manual focus. It varies depending on the camera and lens you are using, but autofocus is not always the most precise mode.

### **As an alternative, switch your lens to manual focus**

To go closer to your subject's face, use the (+) and (-) buttons to enlarge the viewfinder and move closer to the subject. After that, you can adjust the focus on the lens. Ensure that the subject's eyelashes are in focus when shooting a stationary setup, like in an interview, so that you can be confident that your footage is clear and sharp.

# SETTING UP YOUR STUDIO

When you first start on your journey to establishing your in-office studio, the **expenses might add up** rapidly.

Not only do you require a camera, but the more you learn, the more you realize that you also require tripods, lighting, mics, and other accessories.

Take a few deep breaths. Building your studio doesn't have to be a daunting task if you have a little bit of know-how. There are a plethora of low-cost options and do-it-yourself hacks available to ensure that your movies look professional.

- 1 Tripod**
- 2 Audio Equipment**
- 3 Lighting Equipment**

# PREPARE YOUR ACTORS

**If your organization has actors who are seasoned and confident, you're in luck.**

Talent for video production is in short supply. With a little coaching, you can assist your teammates in achieving success in front of the camera (and a lot of nervous laughing).

Knowing that getting in front of the camera is terrifying, whether it's your first or fifty-first video, is essential. Allow plenty of time, and provide your actors with the script ahead of time, but emphasize that they do not need to memorize it to perform successfully.

As an alternative, place a laptop below the camera's line of sight. Using short paragraphs, break down the script and record each one separately until you have a fantastic take for each one of the sections. As long as you know when b-roll (additional film or photographs) will be included in the final video, you can have your talent read those lines as voiceovers directly from the laptop.

**During the shoot, your role entails more than simply pressing the record button on your camera. To be a successful coach, you must first and foremost be one.**

## **Prepare your Actors cont.**

Make sure to provide both critical and supportive feedback, and to offer encouragement as soon as possible after each attempt. Therefore, it is essential to perform a table read during the scripting process: Providing feedback is much easier when there isn't a camera present in the room. Keep in mind that if you don't make an effort to be a little silly throughout the shoot, your talent will be on edge and uncomfortable, which will be visible in the video.

## **Remember to *keep an eye on things* on set, even if you're having a good time!**

Your responsibility is to pay attention to the small details, such as making sure all of the microphones are turned on or noticing whether the lighting has changed in any way. Each segment should be recorded multiple times, and your talent should use inflections throughout the performance. When you think they've nailed it, you'll get one more chance to prove it. Having options will make editing a lot easier because your talent is already on a roll at this point in the process.

## **Lastly, when you have completed your recording, go back to the beginning of the script.**

Your subject is possibly more relaxed during the photo shoot. Record that segment again when they're feeling their most confident because the beginning of the video is usually the most important part of the entire video production.

# HOW DO YOU MAKE VIDEO QUALITY CONTENT BETTER?

## Start with the Composition Basics

**There are a handful of films that are visually stunning in their own right.**

Not the plot, nor the picturesque setting, but something else entirely. In reality, the scenario may take place on the dingiest of sets, but each shot is perfectly timed and executed.

That is one of the composition's advantages. Having items appear where they should be in the frame greatly improves the overall quality of your video production. When it comes to video composition, the standards are very similar to those learned in a photography or painting class.

**If you think about a canvas as having two horizontal lines and two vertical lines, you can achieve a sense of equilibrium by following the rule of thirds. Important items should appear at the point where these lines cross each other.**

## Interview/How-to video

The subject's eyes should be aligned with the top horizontal line around one of the two intersections if you are filming an interview or a how-to tutorial video. Leaving enough (but not too much) headroom in your composition for this “talking head” shot will also help to improve the overall composition. This is the space directly above the individual's head.

Including a b-roll in your video is one of the most effective ways to improve its overall appearance. It is the supplementary footage that appears in the cutaway. Photographs of a customer service representative talking on the phone, a designer editing your website, visuals of your office, or even screenshots of your product are examples of what you might include. When it comes to b-roll, the most important thing to remember is that every piece should contribute to the story.

**When gathering b-roll, make sure to include a variety of shots taken from different angles and distances. Different names are used by film professionals to describe the various variations.**

- ✔ Establishing Shots: Wide shots provide the viewer with a comprehensive view of the scene. These are excellent for use at the beginning of a video when introducing the scene to the audience.
- ✔ Medium Shots: Images that are closer to the subject or a specific portion of the scene are preferred. Your classic interview shot could be classified as a medium shot in this context.
- ✔ Close-ups: Images that have been tightly cropped and zoomed in to show detail. These could include the image of someone's hands typing on a computer.

## Continuity

In filmmaking, continuity is the process of putting together shots in a sequence so that they appear to have taken place at the same time and in the same place. To maintain continuity, it's important to make certain that any ancillary objects in the scene — for example, a cup of water on a desk — remain in the same location (and contain the same amount of water) throughout all of the shots

## Organizing your Footage

### Storing your files on a hard drive

Video format files are extremely large, and it's unlikely that you'll want to store any of them on your internal hard drive because of their size. You'll quickly run out of storage space, and the processing speed of your computer will begin to slacken as a result of the added strain. In place of this, consider purchasing an external hard drive such as one of the Lacie Rugged models. External hard drives are available in different sizes and port configurations (Thunderbolt, USB 3.0, etc.).

**Multimedia creators will use the phrase "Working off of an External Hard Drive" to describe the practice of storing all of their project files on a separate hard drive separate from their computer.**

This method also makes it easier to collaborate with teammates because you can easily share the drive with them using this method.

## Video Editing Programs

**Video editing programs are extremely picky about where you store your files.**

If you do not adhere to the original file structure, you may find yourself buried under a mountain of warning messages. (We'll cover software options and best practices in greater detail in the following section).



**Create a top-level folder for each project on your external hard drive and keep it separate from the others.**

A prescribed set of "buckets" should be created within this folder to store your video footage, audio files, design assets, and other media assets, among other things. Using the image below as a guide, create a template project folder that you can reuse for each project by copying and pasting it into it.

## Editing Your Video

### **It's time to talk about the editing process.**

We understand that video editing can be difficult. At first glance, it's easy to become overwhelmed, especially when you see the price tags for software! Fortunately, there are numerous video editing options available depending on your skill level, operating system, and budget. Even free programs and mobile applications are available! Let's take a look at some alternatives.

### **✓ Apple iMovie**

#### **Inserted clips can be easily moved around in the timeline by dragging them along with them and clinging to the adjacent clips.**

When you perform this action, Clip Connection lines are created, which are useful for keeping media together when you move one of the clips. You can trim them in the source panel before importing them into the project, or you can simply drag the end handles to change them in and out points of the incoming and outgoing links. When working with a transition between two clips, the Precision Editor expands the view to show you the parts of the clips that were before and after the edit. This gives you more control when working with the transition. Also included is a count of how many seconds (but not frames) are contained within the clips and transitions.

#### **Additionally, you can crop and rotate video clips or photos, in addition to trimming them.**

Photos are automatically given the Ken Burns pan-and-zoom effect, which causes them to engage the viewer's attention rather than remaining stationary.

## Apple iMovie cont.

**The Autocorrect button, which works like a magic wand, did an excellent job of enhancing the lighting and color in many of my test clips, particularly those shot on an iPhone.**

You can use the program to match colors between clips (which is a very pro-level tool, in fact), set the white balance from a point in the frame, or enhance skin tones with a dropper tool if the magic wand isn't enough.

**Using a Theme allows you to have the program make some informed artistic decisions for you rather than having you make all of the decisions yourself.**

This option is hidden in the Settings panel, which can be accessed via a link beneath the movie preview. In total, there are fourteen to choose from, each of which applies titles and transitions to create an overall unified viewing experience. The newscast and travel are two of the more interesting options... With the latter, you can see where your movie is located on a map.

**Additionally, the wonderful Trailers feature, which is accompanied by stirring orchestral background music, is similarly impressive.**

Trailers' greatest strength is that it teaches you real movie production processes through the use of an outline, storyboard, and shot list. You will learn exactly what type of shots to include when and for how long they should last, as well as when they should not be included.

## ✓ Adobe Premiere Pro

Among the reasons for Adobe Premiere Pro's status as the industry's standard video editing software are the software's familiar nonlinear editing interface, its unrivaled ecosystem of tools, and its extensive capabilities. It has been updated significantly since our last look at the massive application, with the addition of the Auto Reframe tool, improved HDR support, new text, graphics, and audio tools, performance improvements, and numerous other enhancements.

**The combination of all of these factors makes Premiere a deserving winner of the Editors' Choice Award for professional-level video editing software.**

**The Adobe Premiere Pro software makes it simple to collaborate with other editors and organize your material, as well as to sync with other Adobe products such as After Effects and Photoshop.**

## Choosing Your Music

Music is a powerful tool that can change the mood and tone of your video dramatically. It is often the difference between an amateur project and a piece of professional content that depends on the music. It can help you to maintain the attention of your viewer, generate emotional responses, and define the editing style in its entirety when used correctly.

## ✓ Avoid Copyright

Make a budget for music and learn about copyright laws in your area before you start filming. Copyright law can be a minefield to navigate, particularly when it comes to digital content. In the end, most of the music is not gratis. Without the permission or license of another artist, you risk taking your video and taking legal action.

**It is necessary to obtain free music or commission an original score to avoid breaches of intellectual property rights of third parties (IP).**

Songs that are free from royalties are not necessarily free to use; instead, songs of high quality are available on a single flat fee. As a consequence, in the foreseeable future, you will not need to worry about any additional fees or royalties. The websites that find music, like Youtube, Pond5, and PremiumBeat, provide a great way to find reliability-free music.

## ✓ Consider Your Audience

Take into consideration the overall atmosphere of your production as well as the mood of your audience. Are you trying to reach a small group of people who are interested in the latest hip-hop underground track, or do you need something that will appeal to a wide range of demographic groups? Do you create a practical product lesson or a current event recap that is up to date?

**Make certain that the music you choose enhances the overall tone of your video.**

## Consider Your Audience cont.

Be sure to consider the purpose of music in addition to your audience when creating music. Do you require background music or a live performance? Will you be speaking in the video or will you be silent? If this is the case, make sure your content does not interfere with the music. When it comes to music, sometimes the music you don't remember is the best.

### ✔ Analyze Potential Songs

Take the pacing of the song. It's simple to adapt songs with a steady rhythm to fit your video's aesthetic. Are you hoping to have your favorite Top 40 song included? Popular radio songs are typically divided into 4-5 sections and can be difficult to transition between sections.

**Make an effort to choose simple songs that are simple to loop.**

If you're looking for an instrumental song, make sure to look for something that was recorded with real instruments rather than synthesized sounds. Songs created using digital samples can give the impression that your video is unprofessional and out of date.

### ✔ Add the Untro and Outro Music

Entertainment and outer music or bookending can be a subject for your content. If you don't need to have music across your video, this is a great choice. Bookend music can help you set the tone for your video, split your content into chapters naturally and give your audience a feeling of having a full experience.

**While some videos are unfinished, others only require a few tunes to connect the project. Beware of similar style videos to see how others use music.**

# PUBLISHING YOUR VIDEO

You're ready to share your video with the world. You photographed the images, edited them together, added music and a voice-over, and then uploaded them to the internet. You should upload your video to the internet so that your audience can watch, share, and participate in the video.

**In this section, we'll go over some of the most popular options for putting videos on the internet.**

## YOUTUBE

YouTube is the largest video hosting platform, as well as the second-largest search platform and the second most visited website in the world — all of which are surpassed only by Google. Every single day, over five billion videos are viewed on YouTube by users around the world. Additionally, uploading your videos to YouTube and optimizing them for search is completely free.

Beyond its large audience, YouTube provides several additional benefits, which make it a viable option for hosting your video. Here are some of these benefits. The fact that YouTube videos are hosted on individual channels allows you to build a loyal following of subscribers on the platform. Users who subscribe to your channel are more likely to see any new videos that you upload in the future.

## Youtube cont.

**You can also organize videos into playlists within your channel, making it easier for your audience to find what they're looking for within your library of content.**

Because YouTube is a social platform, viewers can interact with your videos by liking and commenting on them, giving you yet another opportunity to interact with your audience and gain their trust. YouTube also provides a variety of advertising options for those looking for more targeted advertising.

Although the advantage of reaching a large audience with no cost to upload and host videos is attractive, there are several disadvantages to using YouTube as a video distribution platform. While video advertisements can be an effective tool for promoting your content, the sheer number of advertisements from other advertisers on the same platform can detract from the overall viewing experience.

## **YouTube is also (surprise, surprise!) a highly addictive platform...**

YouTube is preferred by 83 percent of viewers over any other video-sharing platform. Once viewers have arrived on the platform, they are likely to stick around to watch another video... or twenty or thirty. As a result, driving traffic back to your website from the platform may be difficult. Although there are some limitations, YouTube is a fantastic platform for hosting videos and expanding your audience.

## VIMEO

Although Vimeo's audiences are significantly smaller than YouTube's (715 million monthly views), the platform still offers several advantages that make it a favorite among content creators as well as viewers. These include a simpler, cleaner user interface that makes it easier to navigate through the platform. When compared to YouTube, Vimeo has a very small amount of advertising and advertising that does not otherwise interfere with the viewing experience of your viewers.

**Videos on Vimeo are also of higher quality than those on YouTube, and the audience on the platform is likely to be more professional as a result.**

Vimeo offers several different premium account options to better suit the needs of businesses. Additionally, premium accounts include additional storage, advanced analytics, customer support, player adaptation, lead tools, and other features.. In addition to offering premium accounts, Vimeo also collaborates with businesses to create high-quality marketing content.

If you want to showcase high-quality, artistic content, Vimeo may be the right platform for you to use. Its enthusiastic visitors, as well as its beautiful aesthetics, make it an excellent location for creative videos to be filmed.

**However, if you are looking to increase your reach and are more concerned with quantity than quality, you may want to [consider other platforms](#).**

## VIDYARD

**Vidyard is a video hosting platform designed specifically for businesses.**

It is not only an additional method of storing and managing your videos, but it also transforms you into a fully functional video production company. This is what we are referring to. This is what we're talking about.

We now understand that simply uploading your video to YouTube is not sufficient. You'll need channel-specific video content for Facebook and Instagram, as well as a website to promote your business. Then there's Vidyard. Enter. The platform enables you to publish and update content to all of these locations from a centralized location.

**This portal contains a wealth of information about viewers' perspectives.**

Discover what types of people watch videos and how they watch them for your target audience. Then, directly integrate those insights into your marketing automation software or customer relationship management system. For example, if you monitor views of your most recent case study video from a particular prospect, you will be notified immediately of the change.

One of Vidyard's most innovative features is the ability to brand videos by inserting your company's or organization's logo directly into the video design.

**As you begin to develop your video marketing and sales strategies, this is a unique addition to your existing marketing and sales strategies.**

# CREATING A VIDEO SOCIAL MEDIA STRATEGY

Creating and sharing videos on social media should always aid you in your efforts to achieve your current marketing objectives.

**Let's take a closer look at the best practices for each social media platform.**



**TWITTER**

Twitter videos can be used to promote a new blog post, engage with your audience, or even direct viewers to a specific landing page. Maintaining brevity is essential when teasing a blog post or piece of content on Twitter – brevity is a key factor on this social media channel.

**Short videos that are easy to consume tend to do the best in terms of performance. Consider pinning your video to the top of your profile page to gain additional exposure for it.**

Creating short, customized videos to share with your followers can help you engage with them if you want to be a little more adventurous with your video usage on Twitter. Individual response videos that are highly personal and one-to-one in nature are a fantastic way to humanize your brand while also building personal connections with your engaged followers.



## FACEBOOK AND INSTAGRAM

When you walk onto a bus or train for your morning commute, how many people are scrolling through their smartphones to catch up on the news and content they've missed over the previous day?

Almost everyone – but not everyone – is listening to music through headphones.

As a result, make certain that your video works both with and without sound. Check out BuzzFeed's Facebook page to see how well they do with silent auto-play videos: they are the best. The rise in mobile video views, as well as the way people scroll through and consume content on social media, are the primary reasons why their silent auto-play strategy is so successful. The recipes and how-tos they post are frequently quick and easy to follow, with clear imagery and helpful text to describe what is going on in the process.

**Facebook's newsfeed algorithm also favors longer videos, according to the company. The goal of this change is to more effectively surface videos that are most relevant to the viewer's interests.**

**So, what does this mean for you and your situation? Don't be alarmed; this only serves to confirm what we already know to be true. It is more important to create the "right" content for your audience rather than churning out content just for the sake of it.**



## YOUTUBE

Posting on YouTube should be done with a specific strategy in mind. Consider YouTube to be a massive library of video content where people can go to learn something new or to be entertained by watching something entertaining. It is estimated that YouTube has over 1 billion unique users per month, which sounds like a social media gold mine, doesn't it? Yes, it does happen from time to time.

**You will begin to see real success once you have established and grown a dedicated channel of subscribers through the creation of informative, educational content that is in high demand.**



## LINKEDIN

In the past, LinkedIn was considered to be one of the less video-friendly social media platforms; however, this has changed. Users can now upload videos, and brands (whether it's your company's brand or your brand) can now get even more creative with the content they share. Users can now upload videos.

As a result of this relatively recent development, what should you keep in mind when creating and uploading videos to your LinkedIn profile? According to LinkedIn, there are four different themes for video creation that can be used on its platform:

## LINKEDIN cont.

**1**

### Show it

If you work in a fast-paced industry that is constantly changing, brands and thought leaders can take the initiative by showcasing new technologies in video format or by providing tutorials on how to use a new physical product that has just been released. Transport them there. Video is the ideal medium for providing audiences with a sense of what it's like to be in a particular location. The most obvious application in this context is conferences and events in the industry. If your company organizes the event, posting videos of the event to LinkedIn is a great way to demonstrate the excitement you're creating in your field of expertise.

**For those of you who are attempting to build your brand, bringing snapshots of what you're learning at the event to your connections can be an excellent way to help your community or develop your thought leadership by sharing your perspective on everything that's going on at the event.**

**2**

### Teach it

Videos are an extremely effective medium for sharing knowledge, especially if you have a time-saving hack to share or have learned something new that you think might be of use to others in your network.

Ask yourself what your buyer personas frequently struggle with and see if you can teach them a solution in video format. If you're thinking about this on behalf of your company, consider the following:

## 3 Share It

**This is a piece for those of us who have strong opinions.**

In case you have any thoughts on a recent announcement or piece of industry news, why not share them with the world via video? If your company has some exciting news to share, such as a recent key hire that your followers and the rest of the industry would be interested in hearing about, a video can be used in conjunction with a traditional press release to provide a more personable take.



### **LIVE VIDEO: FACEBOOK AND INSTAGRAM**

In contrast to traditional Instagram features, which allow users to record short video clips and then post them online afterward, new live features on Facebook and Instagram take a different approach, allowing users to post live video streams of whatever they are doing at the time.

Ensure that you follow the steps outlined in the first section of this guide when creating videos for Facebook Live or Instagram Live broadcasts. Consequently, you will have significantly higher-quality live videos, which will set you apart from the other live videos that are being broadcast.

**Additional considerations should be made in addition to the previously mentioned steps.**

## Timing is a Plus

Please keep in mind that because your live video will be broadcast from the platform (Facebook or Instagram), you will be promoting your broadcasts primarily from that platform.

Carry out some market research on your Facebook and Instagram audiences to determine when they are most engaged with your content. If some of your followers miss out, the app will automatically save your videos (although you can manually delete any that you don't want to keep) and they will be available for viewing by your followers after the fact.

Concerning the length of your video broadcasts, keep in mind that the attention spans of most people are relatively short — especially when watching on mobile devices. Users will most likely stop watching your stream if your broadcasts aren't engaging from the beginning of the broadcast.

## Take Your Time To Create Effective Titles

It is critical that your title clearly describes what your video is about and why people should either tune in right away or watch it again later (up to 24 hours).

**Here are a few examples of title styles that are effective:**

- ✓ Straightforward
- ✓ Exclusive
- ✓ Unique
- ✓ Always Interact During Live Sessions

# Creating Effective Titles

## ✔ Straightforward

Sometimes the most effective title will tell people exactly what you're going to do in the video, and this is especially true for YouTube videos. During a visit to the aquarium, for example, Elijah Wood recorded a live video with the title "Jellyfish" and posted it on social media — and the video showed exactly what it said it would show; nothing more, nothing less.

## ✔ Exclusive

A title that gives the impression that the user is viewing exclusive footage can be extremely compelling. If you want to broadcast a video to all of your viewers at home, you could title it "I'm live from my show!" for example. Another title for this could be "A Behind-the-Scenes Look at..." or something similar to that.

## ✔ Unique

Are you broadcasting something unique, rare, or just plain strange? Take ownership of your situation.

## ✔ Always Interact During Live Sessions

A unique feature of Facebook is that people who are watching your stream in real-time can leave comments and "like" the broadcast, which is a cool feature (which shows up as hearts, like on Instagram). Other viewers will be able to see your comments as well as the number of hearts you have received for your video.

**Engage with the audience by acknowledging or even responding to their comments during the live broadcast to encourage participation and make the experience feel more like a two-way conversation.**

# WHY IS VIDEO MARKETING IMPORTANT?

## Videos are an excellent way of explaining your product

Video contents are a useful tool to help prospective purchasers learn about a product. WYZOwl states that 94% of marketers believe that using video content helps users understand a product or service.

**Only when customers realize what it does and how it helps them will they buy your product. Surprisingly, video content is such a good tool to help companies explain how things function.**

## Videos Good investment return

The return on your video will depend on several things including how well your content strategy and the quality of your videos have been organized. Nevertheless, the video provides a good return on investment, according to 83% of WYZOwl survey respondents.

**You may think that video is costly and time-consuming. But there is a lot of technology available that can quickly and without a large budget create good videos.**

Not only do most of us have high-quality video recorders for smartphones in our pockets, but it also makes it easy to create informative videos at a low cost. Software solutions such as Videoscribe and Doodly. If you spend less on producing your videos, a positive ROI will be easier to obtain.

## Videos Capture People's Attention

Videos can help you capture the attention of users in a matter of seconds, even if you only have a few seconds to do so. Just don't cut any more photos that appear to be creative!

Users must refrain from scrolling during the first few seconds of your video and instead concentrate on your content.

**While users can quickly move on from funny pictures, videos garner five times the amount of attention that photos do.**

## Increases conversions

User purchase intent increases when they have the opportunity to see products in action through videos. Video is also beneficial to websites because it allows users to stay on their pages for longer periods and encourages them to explore the rest of the site. This is particularly useful for users who do not wish to read product descriptions in detail. The YouTube Vanced APK download allows you to watch YouTube videos without being interrupted by advertisements.



**When it comes to making purchasing decisions, 90 percent of users say videos are helpful.**

## Reaching out to new customers

Videos are an excellent tool for attracting new customers.

The professional videos that you have shot can be used to promote your business on a variety of social media platforms. It is also an excellent platform for uploading your company's videos to YouTube, Facebook, and Instagram, among other places.

They also have excellent targeting capabilities, allowing them to reach a variety of different audiences with their advertisements. You can manage your budget and ensure that your videos are only shown to specific audiences.



## The demand for video content is increasing

Video demand is not limited to television or movies alone; it also includes marketing for businesses and organizations. Influencers are also known to increase their content to better meet the needs and requirements of their followers.

## Google prefers video content over other types of content.

Because videos encourage users to spend more time on a website, it demonstrates to search engines that your website has high-quality and entertaining content, which is particularly important for SEO. Since Google acquired YouTube, the likelihood of videos having an impact on your search engine rankings has increased significantly.

In the same way that you optimize text content for SEO, you must ensure that your videos are optimized for SEO as well.

**Incorporate links to your website or products into your titles and descriptions by using catchy, descriptive language.**

### Videos that make things more clear

It may be more beneficial to users to create a video that demonstrates that you are launching a new service or product rather than simply providing content in text. If you demonstrate to users how your product works, they will be more likely to comprehend it and to purchase the service.

Using video rather than silences can also make it easier to explain difficult concepts to others. You could use a creative animation to breathe new life into your product concept! Nothing excites people more than a two-person video that is solely focused on this product; it must be entertaining and imaginative to pique their interest.

## **Increase the number of videos that are shared.**

Social networks are becoming increasingly capable of enabling users to share videos with other users in a seamless manner.

These platforms are evolving to place a greater emphasis on video content than they did previously, with Live Video on Facebook and Instagram Stories, as well as LinkedIn Stories, all of which encourage users to create their entertaining videos and share them with their friends.

# **WHAT ARE THE CHALLENGES OF VIDEO MARKETING?**

## **When it Comes to Videos, The Internet is a Hazard.**

Every day, the world of video marketing becomes more and more crowded. With hundreds of thousands of pieces of video content being uploaded to the internet in a single second, it is becoming increasingly difficult for you and your brand to stand out from the crowd.

In 2022, online video will account for more than 82 percent of all traffic when it comes to internet traffic. At least one million videos will be uploaded to the internet every second, according to estimates. Every day, internet users watch more than 1 billion hours of videos on YouTube alone, according to the company. Your most important task is to figure out how to make your video stand out from the crowd so that it receives the attention it deserves.

**Best practices:**

Try to come up with innovative ideas and strategies for your video content so that your brand is easily remembered by your target audience.

Attempting humor may be the most effective strategy for ensuring that your video is remembered. One thing to keep in mind is that a video that does not have a plan or a smart strategy behind it will not cut through the noise; instead, it will only add to it.

## Video Trends Come And Go On

Vlog makeup artists may be a short-lived video trend. Trends come and go in the ever-expanding video marketing landscape, which is constantly evolving. We've seen some trends begin to fade away, while others have accelerated in their growth. Because of this, you can't follow a single fashion trend for an extended time.

Do you remember the autoplay video craze that swept the internet a few years ago? What if you don't see them on the internet anymore? Merely.

Customers' behavior is significantly influenced by social media, which has shifted their preferences for how they consume online video. As a result, determining which video trend to follow to impress your customers has become a full-time job for you.

**Best practices:**

Researching social media trends before jumping on a bandwagon is a good idea before you start following a trend. Keep in mind the budget, the impact that the trend will have on your brand, and how your target audience will keep up with the latest fashion trends.

## Stronger Competition

As you can see with these robots, the competition is getting fiercer. As the video marketing landscape becomes more crowded, the competition becomes more intense. Smaller brands, as well as large corporations, now have a much wider range of options. It is estimated that 81 percent of businesses have incorporated video into their overall marketing strategy. When compared to the previous year, this represents a 63 percent increase.

**To mention the fact that 99 percent of marketers plan to use video in their next video campaign, and 88 percent intend to increase their budget for video marketing strategies.**

### Practices to follow:

In this fiercely competitive environment, the only thing you can do is come up with new and unique video content to hook your customers from the get-go. Knowing your competitors and taking notes on their strategies can be a wise move if you want to outsmart them in this situation.

## Constant Change

The constantly shifting behavior of customers. The process of establishing a connection with potential customers today may appear to be similar to throwing darts at a spinning wheel; results are hit or miss.

Customers' behavior is constantly changing, and this is exacerbated by social media trends, making it even more difficult for you to provide compelling video content that keeps them engaged.

Because 82 percent of users find it off-putting to watch videos that are not optimized for their preferred viewing orientation, you must understand what they prefer the majority of the time before you can cater to them.

### Best practices

Following the latest trends without first understanding the behavior of your target customers is a complete waste of time and will not yield results. That is why it is critical to put yourself in the shoes of your customers and act as their eyes and ears at all times. The most effective way to understand their behavior is to conduct ongoing research or surveys to find out what they like and what trends they are currently following.

# BOTTOMLINE

Consider turning a written blog post into a video or creating a product tutorial to share with your audience. It is almost certain that using video to showcase information in a new and interesting way will engage and delight your audience. Pick up a camera and start filming, and you'll be amazed at how quickly your engagement levels rise. It is past time to incorporate video into your overall marketing strategy!



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**THANK YOU!**

**We hope this eBook has provided you information that your business needs to start and maintain digital marketing strategies.**

**Keep in mind that your Social Media Accounts will require upkeep but should be innovative to interact with current and potential customers.**

With these tips and some trusty analytics, building your Social Media presence is easy as 1,2, 3. If you feel like you need a little extra help with your Social Media presence, you're on the path.

LSI MEDIA will help your company ignite its spark.

To learn more about the leading Social Media analytics and marketing platform you can visit our website [www.lsi-media.com](http://www.lsi-media.com)

If you'd like to speak with someone on the team about your needs, feel free to email us at [info@lsi-media.com](mailto:info@lsi-media.com) or call us at 1.866.960.8737

